

Strategic Entrepreneurship

DEVELOPING IDEAS, KNOWING THE MARKET, AND STARTING UP YOUR BUSINESS

Unit I: Introduction to Entrepreneurship

1. AUG 22 What is Entrepreneurship? (ENTR 1-1) - WELCOME TO FSJ
2. AUG 23 Characteristics of an Entrepreneur (ENTR 1-2)
3. AUG 24 Explore Ideas and Opportunities (ENTR 1-3) ♥ BPA
5. AUG 26 Why a Business Plan Is Important (ENTR 1-4)
6. AUG 29 Entrepreneurs Satisfy Needs and Wants (ENTR 1-5)
7. AUG 30 Types of Entrepreneurial Businesses (ENTR 1-6)
8. AUG 31 Choose a Form of Business (ENTR 1-7) ♥ BPA
10. SEP 2 How Economic Decisions Are Made (ENTR 1-8)
11. SEP 6 What Affects Price? (ENTR 1-9)

12. SEP 7 Introduction to Entrepreneurship Review ♥ BPA
14. SEP 9 Unit I Test 📄

Unit II: Market Analysis, Marketing & Sales

15. SEP 12 Developing the Marketing Plan (ENTR 2-1)
16. SEP 13 Identify Your Market (ENTR 2-2)
17. SEP 14 Conduct Market Research (ENTR 2-3) ♥ BPA
19. SEP 19 Know Your Competition (ENTR 2-4)
20. SEP 20 Marketing Mix – Product (ENTR 2-5)
21. SEP 21 Marketing Mix – Price (ENTR 2-6) ♥ BPA
23. SEP 23 Marketing Mix – Place/Distribution (ENTR 2-7)
24. SEP 26 Marketing Mix – Promotion (ENTR 2-8)
25. SEP 27 Selling and Promoting (ENTR 2-9)

26. SEP 28 Market Analysis, Marketing & Sales Review ♥ BPA
28. SEP 30 Unit II Test 📄

Unit III: Starting & Financing Your Business

29. OCT 3 Legal Issues and Business Ownership (ENTR 3-1)
30. OCT 4 Choose a Location and Design the Layout (ENTR 3-2)
31. OCT 5 Purchase Equipment, Supplies, and Inventory (ENTR 3-3) ♥ BPA
33. OCT 7 Identify Your Staffing Needs (ENTR 3-4)
34. OCT 10 Business Risks (ENTR 3-5)
35. OCT 11 Insure Against Risks (ENTR 3-6)
36. OCT 12 Financing Your Business (ENTR 3-7) ♥ BPA



QUESTION OF THE DAY (10pts daily, due by the end of class)

At the beginning of class, there will be a "Question of the Day" on the screen (also available on the class website). You should do your best to write a complete response (25 word minimum) to the question and EMAIL it to me. If you aren't sure about what to write, please ask! No credit will be given for late QODs, unless you were absent that day.

STAR SHEET (10pts daily + 10pts for weekly reflections)

Your class participation grade will be based on your own self-evaluation of your achievement (subject to my approval). You must, however, turn in your STAR sheet every day for credit. At the end of each week, complete the weekly reflections box on the STAR sheet for an additional 10pts. Extra credit is available.

CURRENT EVENT (100pts weekly, due by the end of each week)

Every week, you will be responsible for finding a recent news article which relates to a relevant business, finance, or entrepreneurship topic. The criteria include:

- A 250-word paragraph that (1) summarizes your article, (2) explains how it relates to class, and (3) provides your own personal reflections on the topic.
- Typed in MS Word or Google Docs and attached to an email.
- Use MLA format for the paper and cite your source.
- No credit will be given if your current event does not meet all of these criteria.

Remember that you can always find information about assignments and due dates on our class website:

www.myfinanceclass.com